

Listing of Claims:

1. (currently amended) A method of accessing interactive content as part of an interactive television system, the method comprising:

assigning a synthetic channel to correspond to ~~an at least one~~ interactive content element available as interactive programming content via the interactive television system, the interactive content element comprising an event calendar application;

communicating the interactive programming content, including the interactive content element and the corresponding synthetic channel, to a viewer via an electronic programming guide; and

providing for selection of the synthetic channel corresponding to the interactive content element from the electronic programming guide to access the interactive content element.

2. (previously presented) The method of claim 1 wherein selection of the synthetic channel is by entry of a channel number on a remote control.

3-9. (canceled).

11. (currently amended) A method of accessing interactive content as part of an interactive television viewing environment, the method comprising:

displaying an electronic programming guide including accessible broadcast channels and accessible synthetic channels on a video display device for the interactive television viewing environment;

receiving a viewer's selection of a synthetic channel by way of the displayed electronic programming guide;

correlating the selected synthetic channel to an interactive content element available by way of the interactive television viewing environment, the interactive content element comprising an event calendar application;

~~retrieving the interactive content element from at least one remote location;~~
and

displaying the interactive content element on the video display device for the interactive television viewing environment.

12. (canceled).

13. (original) The method of claim 12 wherein selection of the synthetic channel includes selection of the synthetic channel directly from the electronic programming guide.

14. (original) The method of claim 11 wherein correlating the selected synthetic channel to an interactive content element is accomplished via a controller executing a computer-implemented application.

15. (currently amended) The method of claim 11 wherein the interactive content element is retrieved from ~~wherein the at least one remote location comprises~~ a database maintained at a broadcast center;

and wherein retrieving the interactive content element includes sending an uplink signal to the broadcast center, the uplink signal comprising a request for the interactive content element, and receiving a downlink signal from the broadcast center, the downlink signal comprising the interactive content element.

16. (original) The method of claim 15 wherein the uplink signal and the downlink signal comprise communications encoded in a data over cable service interface specification protocol.

17. (original) The method of claim 11 wherein retrieving the interactive content element from at least one remote location comprises accessing the interactive content element that is broadcast from a broadcast center using a carousel technique.

18. (original) The method of claim 11 wherein the video display device comprises a television.

19. (original) The method of claim 11 wherein the interactive content element comprises a computer-implemented user application.

20. (original) The method of claim 11 wherein the interactive content element comprises a content page maintained on a server at the remote location.

21-34. (canceled).

35. (currently amended) An article of manufacture, comprising:
a computer-readable medium containing a set of instructions to:
transmit an electronic programming guide from a broadcast center to a client terminal, the electronic programming guide comprising:
a channel field, the channel field including a list of available cable channels and available synthetic channels; and
a content field, the content field including a current programming schedule corresponding to each available cable channel, and an interactive content element corresponding to each available synthetic channel, at least one interactive content element comprising an event calendar application;
receive an uplink signal from the client terminal, the signal comprising a request for an interactive content element;
retrieve the interactive content element from a memory storage device; and
transmit a downlink signal to the client terminal, the downlink signal comprising the interactive content element.

36. (original) The article of manufacture of claim 35 wherein the interactive content element comprises a computer-implemented user application.

37. (original) The article of manufacture of claim 35 wherein the interactive content element comprises a content page maintained at a network storage location, including a server.

38-39. (canceled).

40. (new) A method of accessing interactive content as part of an interactive television viewing environment, the method comprising:

displaying an electronic programming guide including accessible broadcast channels and accessible synthetic channels on a video display device for the interactive television viewing environment;

receiving a viewer's selection of a synthetic channel by way of the displayed electronic programming guide;

correlating the selected synthetic channel to an interactive content element available by way of the interactive television viewing environment, the interactive content element comprising a system administration page to allow a user to administer a set top box (STB);

displaying the interactive content element on the video display device for the interactive television viewing environment.

41. (new) The method of claim 40, wherein the system administration page allows the user to set a clock of the STB.

42. (new) A computer-readable medium comprising program code for performing a method of accessing interactive content as part of an interactive television viewing environment, the method comprising:

displaying an electronic programming guide including accessible broadcast channels and accessible synthetic channels on a video display device for the interactive television viewing environment;

receiving a viewer's selection of a synthetic channel by way of the displayed electronic programming guide;

correlating the selected synthetic channel to an interactive content element available by way of the interactive television viewing environment, the interactive content element comprising a system administration page to allow a user to administer a set top box (STB);

displaying the interactive content element on the video display device for the interactive television viewing environment.

43. (new) The computer-readable medium of claim 42, wherein the system administration page allows the user to set a clock of the STB.